Melanie Ashby

UI ENGINEER & JAVASCRIPT DEVELOPER

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-- PROFILE --

A frontend designer-developer with 10+ years' experience, I recently completed the Constructor Labs developer bootcamp where I radically upgraded my JavaScript skills to get to grips with the language (ES6), principles and practice of coding. From this foundation, I learned – and have become very excited by – the power of app development in a React-Redux-Node environment. I have come away with front-end and back-end experience and a firm understanding of the rigours of quality coding and practical application of test-driven development. Working with Agile methodologies and Git version control in teams and on solo projects, I enjoy knitting code and design and look forward to applying my passion for web-standards, semantics and design to great coding and engineering practice in a company that will benefit from my combination of skills.

-- RECENT PROJECTS --

The Trip *(group project)*
A platform built with React, Redux and Node server plus PostgreSQL database, to help users plan a successful and enjoyable holiday. The app combines search and scrapbooking facility for flights and accommodation, with key feature inviting friends – via a generated URL – to contribute and rate place suggestions. App content comes from a combination of direct user input and input queries, with data fetched from APIs which is then structured and manipulated to output location photos, search results and suggestions for trips. Different views, contingent upon user permissions, are served using React-Router, and user login is authenticated with Passport. *My part > ++ Database design, set-up & seeding ++ HTML schema and React component architecture ++ UI design and SCSS ++ User journey deployed with React-Router. Server fetch to Unsplash. >* github.com/The-Trip/The-Trip

Vibrant Corpse *(solo project)*
A brainstorming app built with React based on word combinations selected by users according to type (part of speech), and fetched multiple times from a random-word endpoint (Words API). Generated combinations may then be selected and added to storage for "workshopping", whereupon a timer is set and countdown begins.
> github.com/LemonyDesign/vibrant-corpse

Poem of the North *(Great Northumberland commission, to celebrate 50 years of the Northern Poetry Library)*
Custom-built Wordpress website that drives and presents a North-of-England poetry competition, with submissions engine, editor management, scheduled poem display and integrated social media. Responsive design with an intuitive, minimalistic user interface with optimal space for poems. > poemofthenorth.co.uk

-- WORK --

Lemony Design *-- Sep 2014 - 2018 --* **Front-end designer + Wordpress developer**
As an experienced designer-developer at Lemony Design (my own studio) I create elegant, technical solutions for user experience challenges provided by clients, translating project plans into custom digital solutions. I work

solo and in collaboration with database engineers and marketing professionals for clients in the culture sector, SMEs and local government, and fulfil websites for two agencies – one a specialist in print & digital in the biotech industry (Arttia Creative), the other a London-based motion graphics/ CGI agency (UP) with charity-sector clients. > lemonydesign.co.uk

ADQ *-- Jun 2012 - Aug 2014 --* **Digital designer + Wordpress developer**
Partnership with Asier de Quadra (print & branding), myself heading up the digital. Asier and I decided to part ways to focus on our specific CPD aims, for my part to further develop as a front-end designer.

Ashby Design *-- May 2006 - 2012 --* **Graphic designer, print & digital**
Increasingly interested in the exploding digital world, I immersed myself in web design, alongside print marketing and book design work. When Wordpress came along I started to use it as a development tool/CMS.

Mslexia magazine for women writers *-- Sept 2002 - 2006 --* **Deputy Editor**
International magazine for women writers. Editing and layout of the print magazine, and researched, designed and implemented the magazine's first website.

The Big Issue, The Times, BBC Worldwide publications *-- Sept 1998 - 2002 --* **Sub-editor, Feature Writer**
Trained as a journalist, and having worked my time on local newspapers, freelanced as a sub and feature writer, then employed at *The Big Issue* as a sub-editor. Worked with HTML for the first time at *The Times* online.

-- EDUCATION --

+ **Constructor Labs**: 12-week full-stack web development bootcamp *(Sept 2018)*
+ **London College of Printing**: Certificate in Periodical Journalism
+ **University of Sussex**: MA in Twentieth Century Literature, 1st
+ **University of Warwick**: BA in English and American Literature, 1st
+ **Oxford University**: BA in Biological Sciences, Distinction at Prelims

-- CONFERENCES & CPD --

+ Member and regular attendee of **Frontend North East** (including 2018 Conference – whose industry talks on React and JS animation libraries proved the tempter in my application for Constructor Labs)
+ I have attended (over many years) North East seminars and conferences run by **Thinking Digital**
+ Design Conference: **For a Beautiful Web**, run by Andy Clarke
+ **Ladies of Code** (Newcastle) and **Wordpress North East** Meetups
+ **Ladies Wine & Design** Newcastle Chapter (started by New York graphic designer Jessica Walsh)

Photographer… for fun, for design work, occasionally for commission